

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Takahisa Shirakawa

Serial No. 09/

Group Art Unit (unassigned)

Filed April 4, 2001

Examiner (unassigned)

For BROADCASTING SERVICE SYSTEM AND
DELAY BROADCASTING METHOD IN
BROADCASTING SERVICE USING THE
BROADCASTING SERVICE SYSTEM

Box New Application
Assistant Commissioner for Patents
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Prior to the Office Action, please amend the above-identified patent application as follows:

In the claims:

- 1 Claim 37 (Amended). An advertisement method used with a broadcasting
- 2 service system comprising the steps of:
- 3 broadcasting program contents from a broadcast station to at least
- 4 one audiovisual system for viewing the program contents;
- 5 storing the program contents broadcasted by the broadcast station
- 6 at a repeater station and rebroadcasting the stored program contents to at
- 7 least one audiovisual system making a request for viewing the program
- 8 contents when at least one audiovisual system requests the repeater station
- 9 to view the program contents;

10 connecting by the repeater station at least one audiovisual system
11 in response to its request for viewing the program contents;
12 broadcasting advertisement contents to at least one audiovisual
13 system connected to the repeater station;
14 measuring an advertisement effect on the basis of a number of the
15 connected audiovisual systems viewing the advertisement contents and a
16 broadcasting time of the advertisement contents; and
17 rebroadcasting the program contents to the connected audiovisual
18 systems only when the measured advertisement effect meets a
19 predetermined target advertisement effect.

REMARKS

Claims 1 to 37 remain in the application. Claim 37 has been amended to be in independent form.

An examination on the merits is respectfully requested.

Respectfully submitted,

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1 Claim 37 (Amended). An advertisement method used [the] with a
2 broadcasting service system [claimed in any one of claims 1 to 22]
3 comprising the steps of:
4 broadcasting program contents from a broadcast station to at least
5 one audiovisual system for viewing the program contents;
6 storing the program contents broadcasted by the broadcast station
7 at a repeater station and rebroadcasting the stored program contents to at
8 least one audiovisual system making a request for viewing the program
9 contents when at least one audiovisual system requests the repeater station
10 to view the program contents;
11 connecting by the repeater station at least one audiovisual system
12 in response to its request for viewing the program contents;
13 broadcasting advertisement contents to at least one audiovisual
14 system connected to the repeater station;
15 measuring an advertisement effect on the basis of a number of the
16 connected audiovisual systems viewing the advertisement contents and a
17 broadcasting time of the advertisement contents; and
18 rebroadcasting the program contents to the connected audiovisual
19 systems only when the measured advertisement effect meets a
20 predetermined target advertisement effect.